

# Memorandum



CITY OF DALLAS

DATE April 18, 2008

TO Trinity River Corridor Project Committee Members:  
David A. Neumann (Chairman) Pauline Medrano  
Mayor Pro Tem Dr. Elba Garcia (Vice-Chair) Mitchell Rasansky  
Deputy Mayor Pro Tem Dwaine Caraway Steve Salazar  
Carolyn R. Davis  
Linda Koop

SUBJECT Industrial Blvd. Renaming

The attached briefing will be presented to the Trinity River Corridor Project Committee at the next meeting on April 22, 2008. Staff has been challenged by Chairman Neumann to expedite the renaming process, and to have it complete (including final Council approval) by the end of June. The briefing will describe the process by which we expect to accomplish this.

If you have further questions, please let me know.

A handwritten signature in blue ink, appearing to read 'Jill Jordan'.

Jill A. Jordan, P.E.  
Assistant City Manager

## Attachment

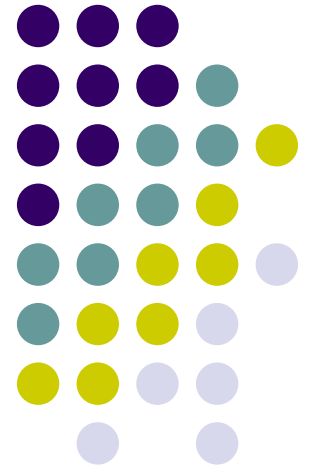
c: Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Ryan S. Evans, First Assistant City Manager  
Ramon F. Miguez, P.E., Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
David Brown, Interim Assistant City Manager  
Dave K. Cook, Chief Financial Officer  
Deborah A. Watkins, City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
Judge Jay E. Robinson  
Chandra Marshall-Henson, Asst. to the City Manager  
Frank Libro, Director, Public Information Office

# INDUSTRIAL BLVD. RENAMING

## Choose Your Transition

PROCESS AND STATUS

April 22, 2008



# Industrial Blvd. Renaming

Choose your transition



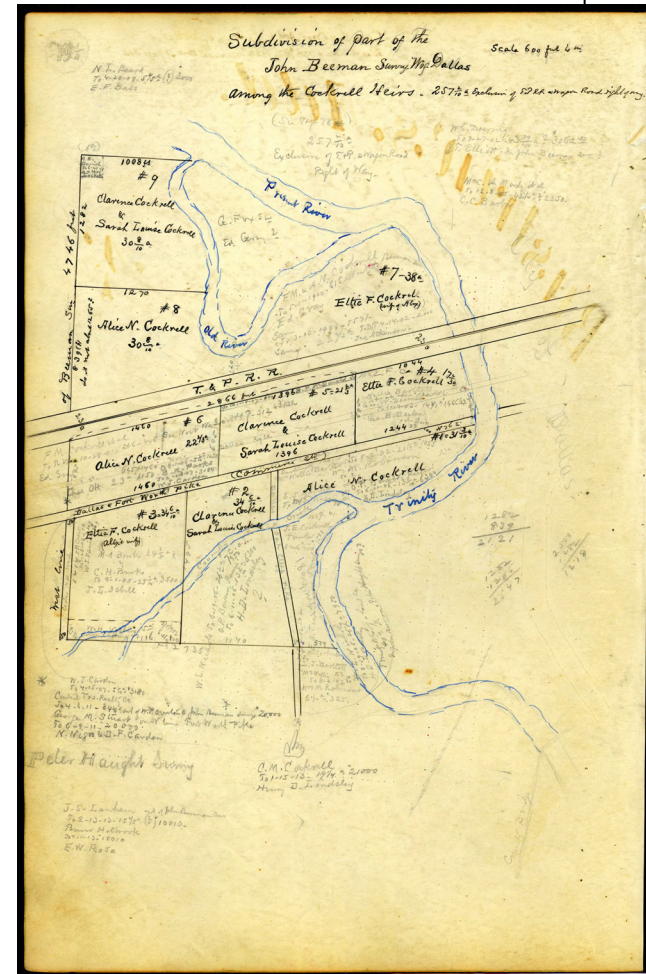
- In preparation for the significant changes taking place along Industrial Blvd., the name change supports the new branding and will help alter city-wide perception
- The name of the boulevard will be changed to reflect:
  - Economic development
  - Recreational choices
  - Transportation improvements and access
  - Advanced floodway improvement

# Industrial Blvd. Renaming Choose your transition



## Changing the Trinity River

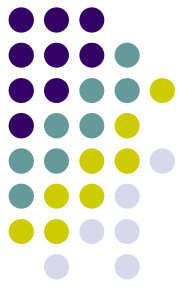
- City archives indicate that the name Industrial Blvd. first appeared in City documents in 1930s
- The name of the street appears after the flow of the Trinity River was changed to its current river course
- Due to its close proximity to downtown Dallas, Industrial Blvd. is a key transportation corridor along the Trinity River



**Outside source map  
of area - 1936**

# Industrial Blvd. Renaming

Choose your transition



## Changing a Name

- Today, the Trinity River is changing again
  - An opportunity to choose a new name for Industrial Blvd. to capture this remarkable time for Dallas – a time of transition
  - It needs a new name that will capture the spirit and goals of the Trinity River Corridor Project
  - Citizens will be asked to participate in this change and **choose their transition** from the Trinity River Corridor of yesterday to the vibrant new corridor of tomorrow

# Industrial Blvd. Renaming

Choose your transition



## What do we mean by “Choose Your Transition”

- This is a time to focus on the future and the most complex and the largest urban development effort in the history of Dallas
- It is an opportunity to participate in the change by assisting in the selection of a new name for Industrial Blvd.
- Change is not easy, but it can be empowering for all business owners and stakeholders involved
- This time of transition, between the Industrial of today and the one of tomorrow, gives us the chance to embrace the past, celebrate the future, and discover our destiny
- Participate in the process by choosing a new name for the street and leading the way for a vibrant new corridor

# Industrial Blvd. Renaming Choose your transition



## Perimeter of the name change

- Only rename the segment of the street featuring the name Industrial Blvd.
  - Exclude Irving Boulevard segment from name change consideration
  - Exclude Market Center segment from name change consideration

# Industrial Blvd. Renaming Choose your transition



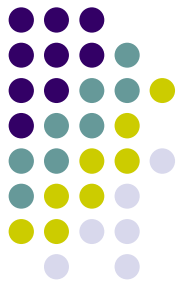
## Official Name change standards

- No duplicate or near duplicate names
- One name for the renaming of Industrial Blvd.
- Name may not identify a tenant or product
- May not exceed 14 characters
- May not contain hyphens or apostrophes
- Historic street names may not be changed (Industrial Blvd. is not an historical name)
- GIS and Development Services review the submitted names to ensure compliance with the standards



# Industrial Blvd. Renaming

Choose your transition



## Preliminary List of Suggested Names

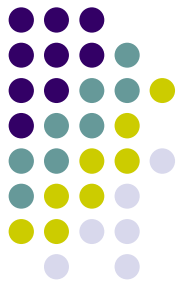
- City Center Boulevard
- Stanley Marcus Boulevard
- Riverfront Boulevard
- Rivergate Boulevard
- Riverwalk Drive
- Urban Centre Drive
- Urban Center Drive
- Frank Wozencraft Way
- John Neely Bryan Boulevard
- River Shore
- River Valley
- Trinity Lakes Boulevard
- Trinity Valley Boulevard
- Riverview Boulevard
- Del Mar Avenue (Spanish Of the Sea)
- Sol Rio Boulevard (Spanish for sun or sunny river)
- Great River Street
- Trinidad Avenue (Spanish for Trinity)
- Rio Que Salta Drive (Jumping River)
- Feuve Du Soleil (French for Sun River)
- Coeur du Fleuve (French for Heart of the River)
- Del Fiora Avenue (Spanish for The Flower)
- Diplomat Boulevard
- Discovery Park Avenue
- Discovery Park Drive
- River Wind Boulevard
- Water Echo Boulevard
- Edgewood Boulevard
- Voz del Rio Drive (Spanish for Voice of the River)
- Dorado Boulevard (Spanish for gold)
- Texas Avenue
- Bridgeview Boulevard

Original list of names was compiled by Trinity Commons and city staff

Stakeholders will have the option to provide their own suggestions

# Industrial Blvd. Renaming

Choose your transition



## Key components and milestones

# Key components and milestones



- April 18<sup>th</sup> – Postcards were sent out to 330 property owners and businesses with addresses (or frontage) on Industrial Blvd. (see attached map)
  - Notice of Stakeholder meeting on April 29<sup>th</sup>
  - Request to submit suggested names by end of business on April 25<sup>th</sup>
  - Options for sending in suggested names:
    - Website ([www.trinityrivercorridor.org](http://www.trinityrivercorridor.org))
    - Email ([judy.schmidt@dallascityhall.com](mailto:judy.schmidt@dallascityhall.com))
    - Mail to City Hall, Trinity River Corridor Project Office
    - Phone (214-671-9025)

# Key components and milestones



- April 29<sup>th</sup> – Stakeholder Meeting, 5:30 p.m., City Hall Auditorium
  - List of suggested names compiled during the previous week will be presented
  - Stakeholders will be asked to produce a short list of 10 names to be considered
  - Stakeholders will provide input on when the name change will take effect (to allow them adequate time to incorporate name change for their property/business)
- May 6<sup>th</sup> – Trinity River Corridor Project Committee Meeting
  - Short list of 10 names will be presented to the committee
  - Committee will select the top 3 names for final voting by the public

# Key components and milestones



- May 7-23 – Names will be reviewed by City Departments and the U.S. Postal Service for compliance with street naming protocol
- May 26-30 – City-wide public voting on top 3 names
- June 3<sup>rd</sup> – Trinity River Corridor Project Committee is asked to endorse top name
- June 4<sup>th</sup> – Public notice of name change (newspaper ads, signs, written notification)
- June 19<sup>th</sup> – Subdivision Review Committee and City Plan Commission are asked to endorse top name
- June 25<sup>th</sup> – City Council is asked to endorse top name
- TBD – Name change will take effect based on input from Stakeholders at April 29<sup>th</sup> meeting



# Follow up

- Name change will be coordinated with Police and Fire Dispatch
- Randomly selected voter from public voting will be awarded a special prize (TBD)
- Special events to be planned for unveiling of name
- Post Office will deliver mail sent to both addresses for six months after the name change takes effect

